

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Nov 2006	Nov 2007	% Change	Nov 2006	Nov 2007	% Change	Nov 2006	Nov 2007	% Change	Nov 2006	Nov 2007	% Change	Nov 2006	Nov 2007	% Change
Apache County	52.3%	50.7%	-3.1%	\$57.00	\$66.09	15.9%	\$29.78	\$33.50	12.5%	15,552	15,086	-3.0%	29,760	29,760	0.0%
Cochise County	68.3%	61.9%	-9.4%	\$58.19	\$66.39	14.1%	\$39.73	\$41.13	3.5%	50,856	50,771	-0.2%	74,490	81,960	10.0%
Coconino County	48.4%	51.8%	7.0%	\$64.34	\$69.57	8.1%	\$31.14	\$36.06	15.8%	149,662	158,560	5.9%	309,240	305,910	-1.1%
Gila County	64.0%	57.8%	-9.7%	\$64.24	\$69.76	8.6%	\$41.12	\$40.34	-1.9%	20,642	18,650	-9.7%	32,250	32,250	0.0%
Graham County		N/A			N/A			N/A		8,589	N/A			N/A	
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	70.5%	66.0%	-6.4%	\$118.83	\$123.41	3.9%	\$83.79	\$81.45	-2.8%	1,070,783	1,017,491	-5.0%	1,518,540	1,541,670	1.5%
Mohave County	51.9%	50.9%	-1.9%	\$67.08	\$67.54	0.7%	\$34.83	\$34.36	-1.3%	66,678	64,844	-2.8%	128,430	127,470	-0.7%
Navajo County	52.9%	57.2%	8.1%	\$52.87	\$54.99	4.0%	\$27.97	\$31.45	12.4%	51,397	55,562	8.1%	97,170	97,170	0.0%
Pima County	69.1%	64.4%	-6.8%	\$94.71	\$99.36	4.9%	\$65.47	\$63.99	-2.3%	314,672	297,263	-5.5%	455,250	461,580	1.4%
Pinal County	67.8%	62.5%	-7.8%	\$72.70	\$73.77	1.5%	\$49.32	\$46.12	-6.5%	30,161	27,324	-9.4%	44,460	43,710	-1.7%
Santa Cruz County	67.8%	61.9%	-8.7%	\$69.96	\$74.21	6.1%	\$47.45	\$45.90	-3.3%	19,514	17,797	-8.8%	28,770	28,770	0.0%
Yavapai County	62.6%	59.4%	-5.1%	\$110.47	\$121.43	9.9%	\$69.15	\$72.13	4.3%	84,787	82,312	-2.9%	135,450	138,570	2.3%
Yuma County	78.9%	62.5%	-20.8%	\$73.68	\$74.90	1.7%	\$58.17	\$46.85	-19.5%	63,208	55,802	-11.7%	80,070	89,220	11.4%

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County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change
Apache County	59.4%	61.7%	3.9%	\$66.84	\$71.56	7.1%	\$39.72	\$44.12	11.1%	194,150	204,291	5.2%	326,768	331,328	1.4%
Cochise County	68.1%	73.6%	8.1%	\$57.47	\$63.30	10.1%	\$39.17	\$46.58	18.9%	570,048	650,129	14.0%	836,462	883,437	5.6%
Coconino County	65.3%	67.5%	3.4%	\$77.54	\$83.01	7.1%	\$50.66	\$56.04	10.6%	2,270,333	2,343,414	3.2%	3,475,054	3,471,457	-0.1%
Gila County	66.4%	71.3%	7.4%	\$65.41	\$71.35	9.1%	\$43.43	\$50.90	17.2%	238,414	256,132	7.4%	359,050	359,050	0.0%
Graham County	72.8%	80.3%	10.3%	\$64.96	\$72.31	11.3%	\$47.28	\$58.04	22.8%	91,637	101,064	10.3%	125,918	125,918	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	69.4%	68.3%	-1.6%	\$114.95	\$122.66	6.7%	\$79.75	\$83.77	5.0%	11,837,541	11,651,679	-1.6%	17,062,038	17,060,730	0.0%
Mohave County	60.4%	58.9%	-2.5%	\$70.10	\$72.64	3.6%	\$42.32	\$42.77	1.1%	855,684	835,581	-2.3%	1,417,450	1,419,166	0.1%
Navajo County	61.1%	65.1%	6.5%	\$59.72	\$62.52	4.7%	\$36.50	\$40.70	11.5%	661,228	704,193	6.5%	1,081,826	1,081,826	0.0%
Pima County	68.7%	68.0%	-1.0%	\$94.09	\$101.87	8.3%	\$64.64	\$69.28	7.2%	3,514,069	3,458,016	-1.6%	5,115,265	5,084,493	-0.6%
Pinal County	66.9%	65.9%	-1.5%	\$72.39	\$75.82	4.7%	\$48.42	\$49.96	3.2%	316,838	320,634	1.2%	473,708	486,638	2.7%
Santa Cruz County	69.8%	70.2%	0.6%	\$66.97	\$72.45	8.2%	\$46.73	\$50.89	8.9%	218,010	224,989	3.2%	312,454	320,306	2.5%
Yavapai County	69.1%	68.3%	-1.2%	\$110.97	\$121.83	9.8%	\$76.71	\$83.24	8.5%	1,040,685	1,037,935	-0.3%	1,505,419	1,519,078	0.9%
Yuma County	73.3%	68.1%	-7.1%	\$71.69	\$77.02	7.4%	\$52.56	\$52.45	-0.2%	653,562	628,924	-3.8%	891,446	923,576	3.6%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as